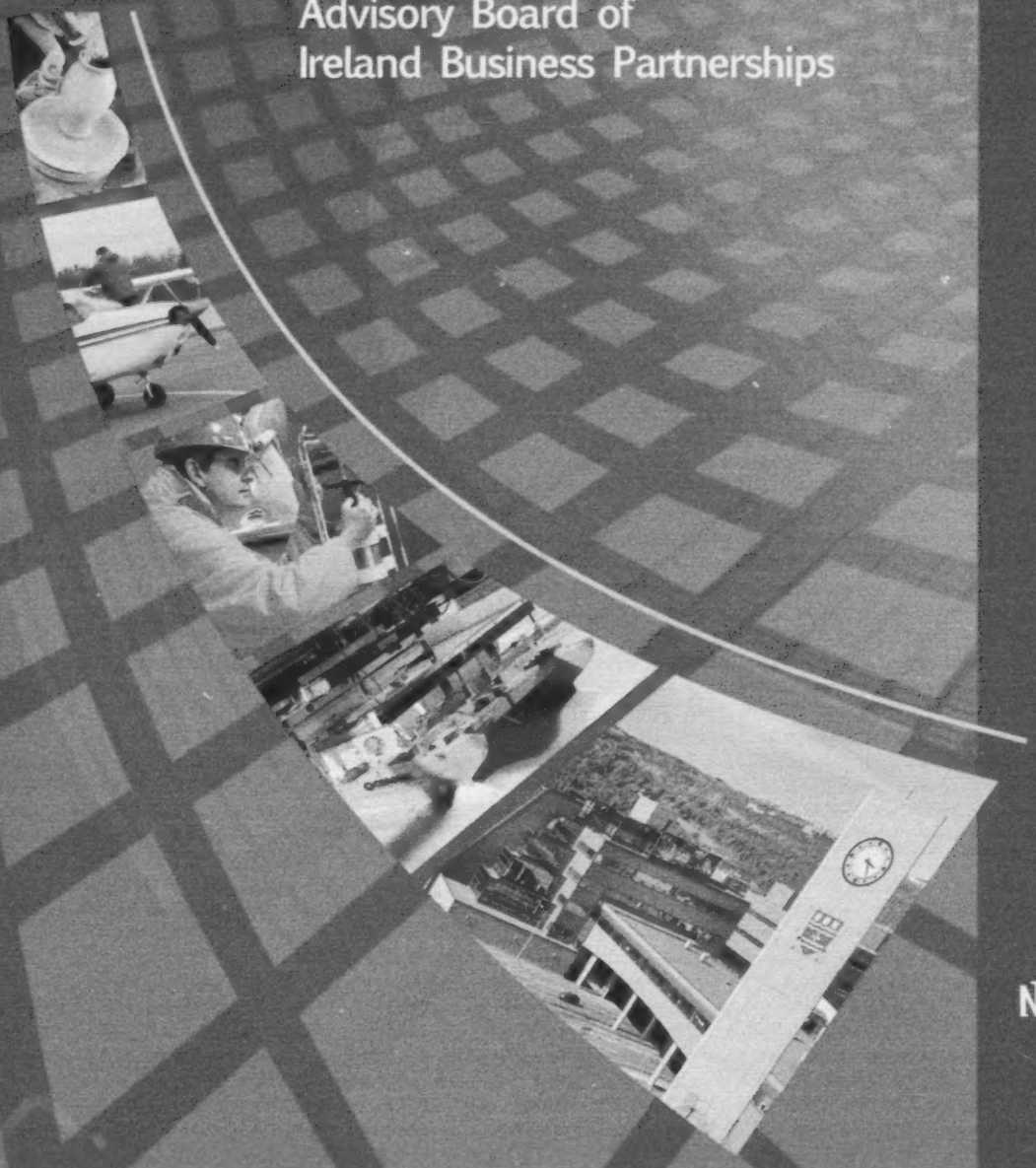
ACTIVITY PLAN

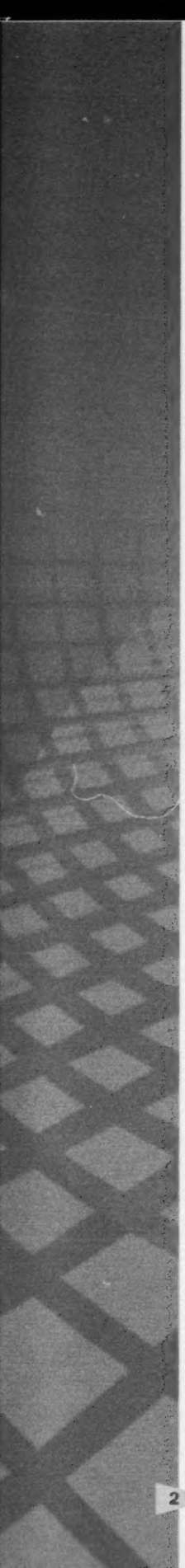
DEPARTMENT OF INNOVATION, TRADE AND RURAL DEVELOPMENT

2011-2014

Advisory Board of Ireland Business Partnerships



Newfoundland Labrador



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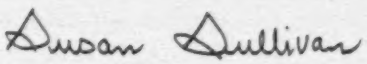
MESSAGE FROM THE CHAIR

As Chair of the Advisory Board of Ireland Business Partnerships (IBP), I am pleased to present the Board's 2011-2014 Activity Plan. In accordance with the *Transparency and Accountability Act*, the Board is accountable for the preparation of the plan and for the achievement of the objectives outlined therein. This is a three year activity plan covering the years from April 1, 2011 to March 31, 2014.

Sincerely,



Hon. Susan Sullivan
Minister
MHA, Grand Falls – Windsor - Buchans
Chair, Ireland Business Partnerships

OVERVIEW

Ireland Business Partnerships (IBP) was established in 1997 as a public/private partnership between the private sector and the Government of Newfoundland and Labrador. The organization was established in response to the signing of the Memorandum of Understanding (MOU) between the Governments of Newfoundland and Labrador and Ireland in 1996.

In 2004, Premier Williams and Irish Taoiseach (Prime Minister) Bertie Ahern re-signed the MOU between the Government of Newfoundland and Labrador and Ireland reaffirming the relationship. In this same year, government moved IBP into the Department of Innovation, Trade and Rural Development.

Innovation, Trade and Rural Development (INTRD) provides Ireland Business Partnerships with two staff positions, an Executive Director and an Economic Development Officer. The Department also provides IBP with its budget allocation.

A volunteer Advisory Board, appointed by the Premier, advises IBP on strategic directions and provides policy advice. The Board is currently comprised of individuals with a variety of backgrounds from various regions of the province (see Appendix B for a current list of board members).

MANDATE

Guided by the Memorandum of Understanding between the Government of Newfoundland and Labrador and the Government of Ireland, the mandate of the Ireland Business Partnerships Advisory Board is to:

- Assist the Department of Innovation, Trade and Rural Development with preparing a operational plan for the Ireland Business Partnerships;
- Monitor the implementation of the plan;
- Assist the Department with partnership initiatives; and
- Through the Chair and IBP, report annually to the Premier and to the public on its plans and their results.

VALUES

The core values explain the character of the organization we promote and the action statements guide behaviour. The core values which guide the behaviour of the Advisory Board of Ireland Business Partnerships are as follows:

Effectiveness Each person makes informed decisions in a timely and professional manner.

Responsiveness Each person builds relationships of trust and collaboration with other Board members

Cooperativeness Each person develops and participates in team approaches to advancing IBP priorities.

Communication Each person takes initiative to promptly share information with Board members in support of the IBP priorities.

PRIMARY CLIENTS

The Board's primary responsibility is to the Ireland Business Partnerships and to the Department of Innovation, Trade and Rural Development by providing policy advice and guidance in areas determined to be of strategic priority for IBP.

VISION

The vision of the Department of Innovation, Trade and Rural Development is of "a diversified, competitive economy with productive and prosperous regions throughout the province".

The work of the Advisory Board supports the vision of the Department of Innovation, Trade and Rural Development. By providing guidance to the Ireland Business Partnerships, the Board guides IBP toward potential economic development opportunities with Ireland thereby fostering cultural and historic links which serve as an asset in shaping economic policy.

MISSION

The mission statement identifies the priority focus area of the Minister over the next two planning cycles. It represents the key longer-term result that the Minister and the Board will work towards to achieve the strategic directions of Government.

The mission of the Department of Innovation, Trade and Rural Development is as follows:

> By 2017, the Department of Innovation, Trade and Rural Development will have stimulated economic and business development to foster regional and provincial prosperity.

The Board contributes to the Department's mission of stimulating economic and business development by advising IBP on strategic directions and providing policy advice. IBP engages in economic and cultural development initiatives that generate wealth, stimulate entrepreneurship and build capacity through partnerships with government, industry, and businesses both provincially and with Ireland. The Board, through their networks and interest in Ireland, will aid in increasing business promotion, trade and development within Newfoundland and Labrador.

BOARD'S OBJECTIVES

The Advisory Board of the Ireland Business Partnerships assists the Department of Innovation, Trade and Rural Development by providing advice on economic and policy issues in order to increase business promotion, trade and development in Newfoundland and Labrador through the partnership with Ireland. In addition, the Board provides advice to the department on the preparation of an annual operational plan for the Ireland Business Partnerships. The Board provides further advice and assistance as needed for the implementation of this plan.

In consideration of Government's strategic directions as well as the mandate and financial resources of the Advisory Board and of Ireland Business Partnerships, the following areas have been identified as the Advisory Board's key priorities for the life of the plan (or) next three years. The Board intends to report on the objectives below, through its annual report, for each fiscal year of this plan (2011-2012, 2012-2013 and 2013-2014).

Issue 1: Development of Operational Plan

Objective 1
The Board provided advice as required on the development of an annual operational plan for IBP.

Measure
Advised on the development of annual operational plan.

Indicators
- The Board provided advice for the development of annual operational plans by working with the Executive Director and staff to identify specific initiatives to be developed and undertaken.

Issue 2: Opportunities identified

Objective 2
The Board provided guidance to the Ireland Business Partnerships regarding potential economic development opportunities with Ireland.

Measure
Provided guidance

Indicator
- The Board provided guidance to IBP staff by way of regular Advisory Board meetings focusing on identifying and executing on opportunities.

APPENDIX A: STRATEGIC DIRECTIONS

Strategic directions are the articulation of desired physical, social and or economic outcomes and normally require action by more than one government entity. These directions are normally communicated by government through platform documents, Throne and Budget speeches, policy documents, and other communiqués. The *Transparency and Accountability Act* requires departments and public bodies to take into account these strategic directions in the preparation of their performance-based plans. This action will facilitate the integration of planning practices across government and will ensure that all entities are moving forward on key commitments.

A full list of strategic directions for the Department of Innovation, Trade and Rural Development can be found in the Department's Strategic Plan. To view a copy, please visit http://www.gov.nl.ca/intrd/strategicplan.htm.

The strategic direction that relates to the Board of Ireland Business Partnerships is provided below. Given its mandate, the Board plays a direct role in two components of this direction. As indicated through the following table, these components are addressed in the Board's activity plan, while the other components are dealt with by other entities reporting to the Minister of INTRD.

Title: Business Promotion, Trade and Investment Development
Outcome: Increased business promotion, trade and development

Components of Strategic Direction	This direction is:	
	Applicable to other entities reporting to the Minister	Addressed in the Board's activity plan
Trade Policy	✓	
Export Development	✓	
Investment Development		✓
Enterprising Culture		✓
Capacity Building	✓	
Entrepreneurship		✓

APPENDIX B: ADVISORY BOARD MEMBERS

Honourable Susan Sullivan, Chair
Government of Newfoundland and Labrador

Ms. Maureen Foley
Town of Tilting

Ms. Susan Knight
Shallaway Youth Choir (retired)

Mr. Bill Mahoney
Regal Realty Ltd.

Mr. Keith Stoodley
Provincial Aerospace

Dr. Patrick Parfrey
Memorial University of Newfoundland

Mr. Patrick O'Callaghan
East Coast Catering Ltd.

Ms. Gaylene Buckle
Theatre Newfoundland and Labrador

Mr. Glenn Blackwood
Fisheries and Marine Institute
of Memorial University

Ms. Donna Stone
CIBC Woody Gundy

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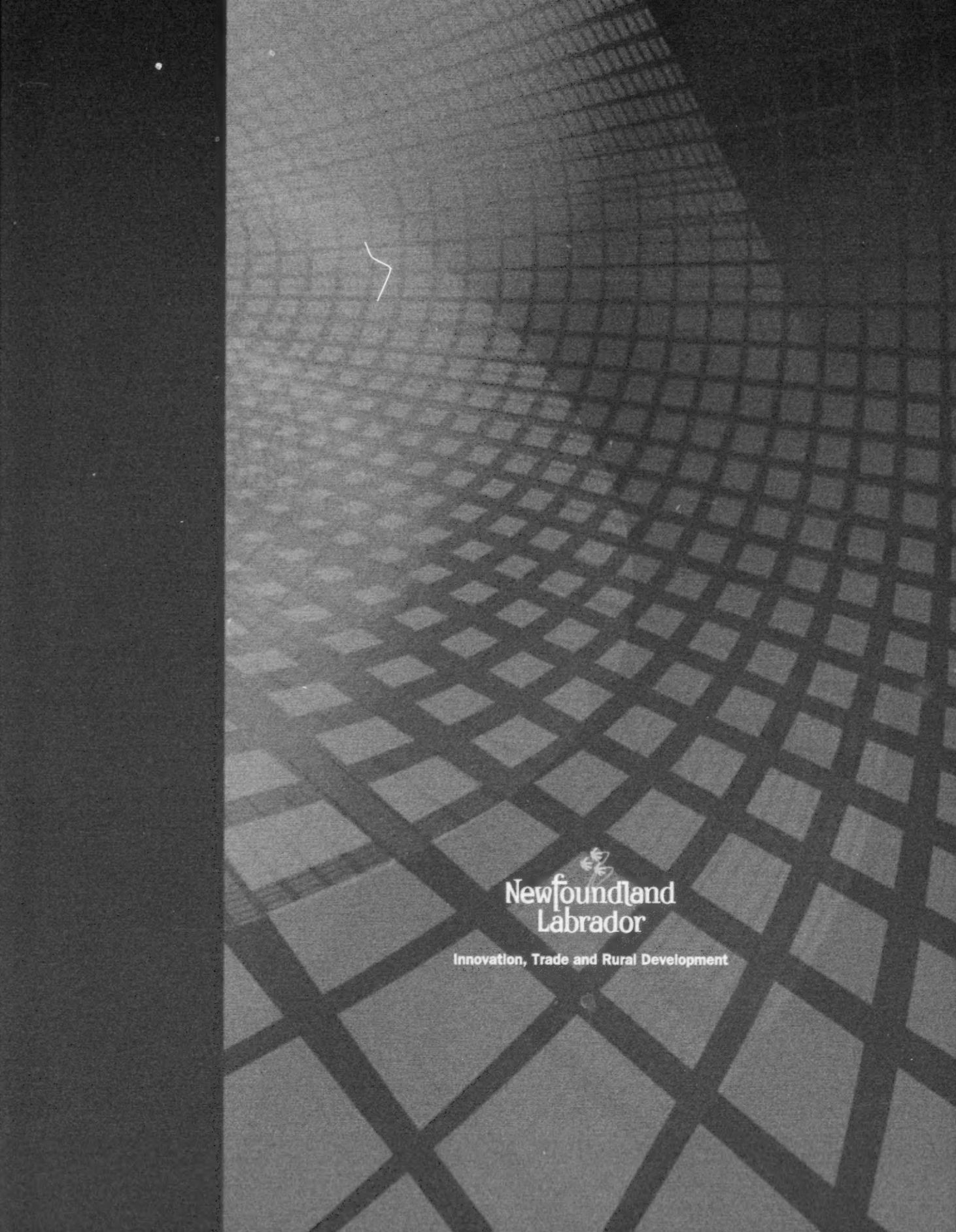
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